

CITY OF RENO – SPECIAL EVENT PROGRAM

New and Community Event Sponsorship Application

Your sponsorship application and supporting documents will not be considered unless all of the items are received by the final deadline of:

5:00 PM, Wednesday, February 19, 2014

Applicants MUST provide eight (8) copies of all applications. Do not staple or bind applications, applications may be affixed by paperclips.

Please type applications, handwritten applications will not be accepted.

Applications must meet all submission requirements to be considered for funding.

Applicants will be notified via email of the committee's decisions by:

5:00 PM, Monday, March 3, 2014

Applications are accepted mail or may be dropped off to City Hall.

Drop Off: City Hall, 1 East 1st St., 12th Floor

Mail: City of Reno, ATTN: Alexis Hill
P.O. Box 1900
Reno, NV 89505

Documents mailed must be postmarked no later than February 18, 2014 to receive consideration.

EVENT OVERVIEW

Event Name _____

Event Date(s) _____

If your event takes place between January-June in 2014 and 2015 please apply for two years of sponsorship funding. Contact Alexis Hill at hilla@reno.gov for more information on this.

Event Description

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Where will the event take place in the City of Reno?

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Anticipated City Services Police Fire Public Works Parks

If you do not know the City Services anticipated for your event please contact the Special Event Program Manager at the City of Reno for a general estimate.

Will this be an annual event in Reno? Yes No

How many years has this event taken place previously? _____

Will there be a charge to be a spectator? Yes No

If ticketed, what is the cost of admission? _____

If your event takes place in multiple jurisdictions, please respond for the events that take place in the City of Reno right-of-way.

CONTACT INFORMATION

Event Organizer/Host Organization _____

Contact Person _____

Mailing Address _____

Physical Address _____

Office Phone _____ **Cell Phone** _____

Fax _____ **Email** _____

Event Website _____

Other Relevant Websites _____

Event Director or Producer _____

Address (if different from above) _____

Office Phone _____ **Cell Phone** _____

Fax _____ **Email** _____

What other event(s) have been produced by this individual or group?

Projected attendance _____

MARKETING, ADVERTISING & PUBLIC RELATIONS

Please outline your marketing, advertising and public relations plan. This can consist of both paid and/or unpaid media.

Does your event have media partners? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, who?

Does your event have partnerships with other event promoters to cross promote the event? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, who?

2014 Marketing, Advertising and Public Relations Plan

This document should outline all marketing and communications planned for the event including the budget. Outline all marketing and communications plans for your event, including budget and goals.

- Provide details about your social media and web marketing plan
- Illustrate how much of your budget will be spent, and provide an itemized list of your planned media buys (include broadcast, print, outdoor, web, email blasts, collateral, etc.)
- Detail what your communications/public relations plan is for the media and general public.

FINANCIAL

Indicate the dollar amount and/or percentage of City of Reno in-kind City Services requested. <i>If you do not know the amount please contact the Special Event Program Manager at the City of Reno for a general estimate.</i>

Will the event solicit additional sponsors? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, who?

If you do not receive City of Reno sponsorship, will your event still occur? Yes No
If no, please explain.

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If you do receive City of Reno sponsorship, what will you do with the budget that would have gone towards your City services?

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Please provide your annual organizational budget, events budget, marketing budget for events and salary and any overhead information.

Events Budget _____

Marketing Budget _____

Overhead Budget _____

PROMOTIONAL CONSIDERATION

What advertising and/or promotional exposure will the City or Reno receive?

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PREFERENCE

Does the event work to involve the University of Nevada in their event? Yes No
If no, please explain.

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GOVERNMENT ASSISTANCE

List any City, County or other public sector organizations that you expect to receive sponsorships, funding or in-kind contributions from in 2014.

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COMMUNITY SUPPORT

Event Attendance (2013 and 2014)

Event attendance will be an important consideration for the sponsorship committee when

determining partnership funding awards. “Critical mass” is a significant attribute of special events because the sponsorship committee is looking for events that locals appreciate.

2013 Actuals - if your event has occurred before: Provide Total Attendance (spectators, competitors, performers and staff) for your 2013 event, as well as the methodology of measurement (gate receipts, exit surveys, research data). If your event offers multiple performances and/or event venues in which unique individuals could likely be counted multiple times on any given day, identify (to the best of your ability) the average number of performances than an individual typically attends.

Event Overview and Goals

Provide a comprehensive description of your event, plans to grow your event, and any information that might be relevant. If you have economic impact statistics, or spectator demographics, please include them. This is your opportunity to “sell” the benefits of your event to the sponsorship committee.

POTENTIAL FOR GROWTH

2014 Projected Attendance: Provide your best estimate of the projected Total Attendance for the 2014 event; figures should be categorized by overnight visitors versus locals.

If you are a first-time event in which historical data does not exist, provide an estimate of anticipated attendance for your 2014 event. If attendance information is available from related events in other destinations, please include.

<p>Is the event promoter willing to work with a Legacy and/or Community Event promoter on suggestions for improving the event? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, please explain.</p>
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ACKNOWLEDGEMENTS

If your event is awarded a City of Reno Sponsorship, you must consent to the following. By checking yes to each statement you are indicating agreement.

Yes **No** The City or its representative shall have the right to inspect and copy the records of your organization upon reasonable notice. In addition, if an audit has been performed or is commenced during the term of this Agreement which pertain to your organization, a copy of such audit shall be provided to the City. You agree to keep its books in accordance with an approved bookkeeping system, to retain its books and records, including all records relating to the event, for a period of three (3) years following the execution of this Agreement, and to make such books and records available for inspection by City Staff, or other designated representative of the City, at any time from the effective date of this Agreement until expiration of the required retention period. You understand that the Nevada Public Records Request Act contained in NRS Chapter 239 may be applicable.

Yes **No** You shall work with the City of Reno City Manager’s Office if your event is chosen to be surveyed by the Special Events Subcommittee of the Reno City Council.

Yes **No** The City of Reno logo and hyperlink to www.reno.gov will appear on your website.

Yes **No** The City of Reno may utilize your event’s logo(s) and photos in our marketing and promotional efforts for the City of Reno and on behalf of your event.

Yes **No** The information provided in this application, as well as the supporting documents are true and correct.

Signature of Applicant _____

Printed Name _____

Date _____

Please make sure that all required fields are filled in and/or checked. Incomplete applications may be rejected.

Please contact Alexis Hill, Special Event Program Manager at hilla@reno.gov or 775.326.6697 to address questions that you have about the application, application process or sponsorship criteria.